



## ***New WIC Food Packages . . . Time for a Change***

### ***Effective October 2009 Major Changes to the WIC Food Packages***

#### **New Foods:**

- Fresh Fruits and Vegetables
- Whole Wheat Bread
- Baby Foods -- fruits and vegetables for all infants and meat for exclusively breastfed infants

#### **New alternatives**

- Brown rice for whole wheat bread
- Canned beans in place of dried beans
- More whole grain cereals
- Canned salmon for canned tuna
- Soy beverage for milk

#### **New quantities**

- Quantities of infant formula are reduced for breastfed and older infants. Quantities of milk, eggs, and juice and cheese are reduced for women and children. Juice is eliminated from infant packages.



#### **How do the new food packages provide greater consistency with the Dietary Guidelines for Americans?**

The rule adds fruits and vegetables, and whole grains to the packages for the first time. Reductions are made to the amounts of certain foods (milk, juice, eggs) to be more consistent with recommendations in the Dietary Guidelines for Americans and WIC's role as a supplemental nutrition program.

#### **How do the new food packages reinforce the nutrition education messages provided to participants?**

The new food packages are more consistent with the nutrition education messages provided to participants:

- Eat more fruits and vegetables
- Lower saturated fat
- Increase whole grains and fiber
- Drink less sweetened beverages and juice
- Babies are meant to be breastfed

#### **How do the new food packages provide greater consistency with infant feeding practice guidelines?**

The rule delays the introduction of complementary foods from four to six months of age and modifies infant formula amounts. Baby food fruits and vegetables are added and juice is eliminated in the packages for older infants in order to promote healthy dietary patterns.

#### **How do the new food packages address public health nutrition-related issues?**

The revised food packages for women and children provide less saturated fat and cholesterol, more fiber, and fruits and vegetables. The food packages for breastfeeding infant-mother pairs provide stronger incentives for continued breastfeeding, including providing less formula to partially breastfed infants and additional quantities and types of food for breastfeeding mothers.

#### **How do the new food packages appeal to WIC's culturally diverse populations?**

The new food packages provide more participant choice and a wider variety of foods than the previous food packages. Foods such whole wheat bread, brown rice, canned salmon and a wide choice of fresh fruits and vegetables, will provide increased flexibility in prescribing culturally appropriate food packages.

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